

RIGHT FROM THE START

Breastfeeding and Skin-to-Skin

March 6-7, 2009
Berkeley, CA USA

A Benefit for the



United States Lactation Consultant Association

Nils Bergman, MD

M. Jane Heinig, PhD, IBCLC

Jane A. Morton, MD

Ulfat Shaikh, MD, MPH

FACULTY and TOPICS

Nils Bergman, MD

Dr. Bergman's passion starts with "skin-to-skin contact", his preferred term for what many people call Kangaroo Care. He regards maternal-infant skin-to-skin contact as a first and critical intervention in perinatology, with broad public health impacts and implications. His expertise extends to developmental neuroscience, breastfeeding, neonatology and obstetrics. He takes an integrated view of these areas, regarding skin-to-skin contact as the neurological pre-requisite to successful breastfeeding, with neonatal and obstetric care re-orienting its purpose to maintaining the integrity of the mother-infant dyad. This holistic view he terms "Kangaroo Mother Care". He was previously a hospital manager, is currently a Public Health Physician, and sees these issues in the broader context of hospitals, health systems and society as whole.

- **Perinatal Neuroscience and Skin-to-Skin Contact**
- **Kangaroo Mother Care: Restoring the Original Paradigm for Infant Care**
- **The Neurologically Supportive Labor Setting and NICU Environment**
- **Maternal Perinatal Behavior**
- **Implementation of Skin-to-Skin Contact**

M. Jane Heinig, PhD, IBCLC

Jane Heinig, PhD, IBCLC, is on the faculty in the Department of Nutrition at the University of California, Davis (UC Davis); executive director of the UC Davis Human Lactation Center; and the editor-in-chief of the *Journal of Human Lactation*. She is also chair of the UC Davis Division of Agriculture and Natural Resources Maternal and Child Nutrition Workgroup and on the faculty of the Master of Advanced Studies in Maternal and Child Nutrition program at UC Davis. Dr. Heinig is an international board certified lactation consultant. Dr. Heinig's research area is maternal and child nutrition, particularly during lactation. Current topics of investigation include nutritional factors related to infant growth and development, behavioral theory and its relation to infant feeding intentions and practices among diverse populations, benefits of breastfeeding for infants and their mothers, and cross-case descriptions of breastfeeding promotion and support programs in California.

- **Understanding Mother-Infant Interactions: The Key to Increasing Exclusive Breastfeeding Among Low-Income Women**

Jane A. Morton, MD

After her pediatric residency at Stanford, Jane became a partner at the Palo Alto Medical Foundation, where she practiced for almost 20 years and was repeatedly recognized as one of the top pediatricians in the Bay Area. She was then invited to join the neonatology faculty at Stanford to develop the Breastfeeding Medicine Program. Over the past 5 years, she had the opportunity to design a nationally recognized educational program, publish her original research and travel extensively and internationally as an invited speaker. As a general pediatrician, she enjoys the full gamut of caring for infants, children and adolescents, supporting families in keeping children physically and emotionally healthy. Respecting the diversity of traditions, beliefs and styles of parenting, her philosophy has been to help families raise children to grow up to feel both lovable and capable. She returns to general practice down the hall from her husband, Dr. Michael Jacobs, and her daughter, Dr. Emma Morton-Bours, internists with Interactive Wellness.

- **Over-reliance on Breast Pumps, Under Production of Breastmilk**

Ulfat Shaikh MD, MPH

Dr. Shaikh's area of interest is in improving healthcare quality, specifically with respect to pediatric nutrition. Her research broadly deals with identifying factors that influence physician decision-making with respect to pediatric nutrition, and evaluating health system and telehealth interventions to improve healthcare quality. She is currently investigating the role of telehealth applications (clinical telemedicine, distance education, and internet communication), in improving the quality of clinical care in pediatric obesity. She is currently an assistant professor of pediatrics at the University of California Davis School of Medicine.

- **Optimizing Breastfeeding Support and Promotion for Adolescent Mothers**
- **The Breastfeeding Friendly Office**

CONFERENCE DETAILS

GOALS

Explore the cultural, political, physical and clinical context of lactation.
Facilitate networking among those who work with breastfeeding families.

SCHEDULE

Friday, March 6, 2009

Registration 8:00AM - 8:45AM

Program 8:45AM - 5:00PM

Saturday, March 7, 2009

Registration 8:00AM - 8:30AM

Program 8:30AM - 4:00PM

CONTINUING EDUCATION CREDIT

RN credit, Fri / Sat., sponsored by the Bay Area Lactation Associates (BALA) CA BRN # 11333. Applications for RD, DT and IBCLC credits have been made.

DRAWINGS

Proceeds from daily drawings **will benefit the California Breastfeeding Coalition** (CBC). The CBC serves as an umbrella organization for its members; the regional breastfeeding coalitions in California as well as two ILCA chapters, BALA and ALTA. It represents California's coalitions at the national level by participating, as requested, in the United States Breastfeeding Committee (USBC) meetings. California WIC Association (CWA), a 501(c) 3 nonprofit, is the fiscal sponsor for CBC.

ADVERTISING

For inquiries regarding exhibits/ads/sponsorship opportunities contact Sue Wirth at SWAGconferences@aol.com. Our advertising policy follows the International Code of Marketing of Breastmilk Substitutes and its subsequent WHA Resolutions.

CANCELLATIONS

Written requests postmarked by February 7, 2009, for a full refund, less a \$50.00 processing fee. Send to: Sue Wirth, 908 Curtis St, Albany, CA 94706-2108

BABIES AT THE CONFERENCE

Quiet infants in arms-no strollers please.

SUBSTITUTIONS

We reserve the right to change the program/substitute speakers as necessary.

SITE/DIRECTIONS

Hs Lordships, 199 Seawall Drive, Berkeley, CA 94710

510-843-8144 Free Parking

FROM THE NORTH- Take I-80 West to Berkeley. Exit at University Ave. Follow Loop West to University Ave. Turn left on University Ave. Stay left. Turn left at the stop sign. Turn left on Seawall Drive.

FROM THE SOUTH- Take the Gilman Street exit from I-80. Left at stop sign onto Gilman Street. Go under the freeway and turn Left onto the Frontage Road. At the next stop sign, University Avenue, turn Right. Turn left at Marina Blvd. stop sign. Turn left on Seawall Dr.

FROM THE BAY BRIDGE- Take Emeryville/Powell St. exit. Make a left and go under the freeway overpass. Make a right onto Frontage Road, following the signs to the Berkeley Marina. Turn left onto University Ave. Stay left. Turn left at stop sign. Turn left on Seawall Drive.

CONTACTS

SWAGconferences@aol.com

Anne Garrett 650-755-7165

Sue Wirth 510-524-6917

REGISTRATION

Continental breakfast, lunch, breaks, conference materials and continuing education credits are included.

	1 Day	2 Days
Early Bird (postmarked by January 17, 2009)	\$145	\$260
Regular (postmarked by February 14, 2009)	\$165	\$295
Late (postmarked by February 28, 2009)	\$190	\$325
Walk-in	\$200	\$350

REGISTRATION DIRECTIONS

- Make checks payable to Sue Wirth. Credit cards are accepted.
 - MAIL to Sue Wirth, 908 Curtis Street, Albany, CA 94706-2108
 - There is NO FAX available.
 - Registrations must be postmarked by February 28, 2009 otherwise call 510-524-6917. Seating is limited.
 - **CONFIRMATIONS: INCLUDE A LEGIBLE EMAIL ADDRESS**
 - Questions: SWAGconferences@aol.com, Sue-510-524-6917, Anne-650-755-7165
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REGISTRATION FORM

PLEASE PRINT CLEARLY

Name_____

Address_____

City, State, Zip_____

E-mail_____

Phone (H) _____(W)_____

MEALS

March 6 Chicken ____ Fish ____ Vegetarian ____ No Meal ____

March 7 Chicken ____ Fish ____ Vegetarian ____ No Meal ____

Special Needs Request_____

Total Registration Fee \$ _____

Credit Cards: Circle One VISA MC American Express Discover

Credit Card Number_____Expiration Date_____

Signature_____Date_____

SCHEDULE

Friday, March 6, 2009

8:00 - 8:45 Registration and Continental Breakfast

8:45 - 9:00 Welcome/Introductions

9:00 -10:30 Perinatal Neuroscience and Skin-to-Skin Connection

10:30 -10:45 Break

10:45 -12:15 Over-reliance on Breast Pumps, Under Production of Breastmilk

12:15 - 1:45 Lunch

1:45 - 3:15 Kangaroo Mother Care: Restoring the Original Paradigm for Infant Care

3:15 - 3:30 Break

3:30 - 5:00 The Neurologically Supportive Labor Setting and NICU Environment

SCHEDULE

Saturday, March 7, 2009

8:00 - 8:30	Registration and Continental Breakfast
8:30 - 9:30	Optimizing Breastfeeding Support and Promotion for Adolescent Mothers
9:30 - 9:45	Break
9:45 - 10:45	The Breastfeeding Friendly Office
10:45 - 11:00	Break
11:00 -12:00	Maternal Perinatal Behavior
12:00 - 1:15	Lunch
1:15 - 2:45	Understanding Mother-Infant Interactions: The Key to Increasing Exclusive Breastfeeding Among Low-Income Women
2:45 - 3:00	Break
3:00 - 4:00	Implementation of Skin-to-Skin Contact

AREA HOTELS

Courtyard by Marriott Emeryville

5555 Shellmound Street, Emeryville, CA 94608

510-652-8777

Doubletree Hotel and Executive Meeting Center Berkeley Marina

(Possible free shuttle to and from BART and Hs Lordships)

200 Marina Boulevard, Berkeley, CA 94710

510-548-7920

Four Points by Sheraton-San Francisco Bay Bridge

1603 Powell Street, Emeryville, CA 94608

510-547-7888

Hilton Garden Inn San Francisco Bay Bridge

(Possible free shuttle to Hs Lordships)

1800 Powell Street, Emeryville, CA 94608

510-658-9300

Woodfin Suites Hotel San Francisco Bay

(Possible free shuttle to Hs Lordships)

5800 Shellmound Street, Emeryville, CA 94608

510-601-5880